

## University of Dayton eCommons

---

News Releases

Marketing and Communications

---

10-8-1992

# No Smoking, Do Not Enter, Watch Your Step: New Study Rates Danger Signs

Follow this and additional works at: [https://ecommons.udayton.edu/news\\_rls](https://ecommons.udayton.edu/news_rls)

---

### Recommended Citation

"No Smoking, Do Not Enter, Watch Your Step: New Study Rates Danger Signs" (1992). *News Releases*. 8185.  
[https://ecommons.udayton.edu/news\\_rls/8185](https://ecommons.udayton.edu/news_rls/8185)

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact [frice1@udayton.edu](mailto:frice1@udayton.edu), [mschlangen1@udayton.edu](mailto:mschlangen1@udayton.edu).



# *The University of Dayton*

## *News Release*

Oct. 8, 1992  
Contact: Teri Rizvi

### **NO SMOKING, DO NOT ENTER, WATCH YOUR STEP: NEW STUDY RATES DANGER SIGNS**

DAYTON, Ohio -- People would be more likely to obey a "Do Not Enter" sign if it also labeled the hazard, such as "One Way Street."

A new study on the perceptions of accident prevention signs conducted by psychologists at the University of Dayton found that people are more likely to ignore signs unless you give them a reason to obey them.

"The best sign labels a danger and tells you what to do," said Donald J. Polzella, UD professor of psychology. "Signs containing information only, however strongly worded, should be used with caution."

Polzella will present the study at the Human Factors Society annual meeting in Atlanta on Oct. 13. Polzella and colleagues Michael D. Gravelle and Ken M. Klauer showed 80 accident prevention signs to 58 introductory psychology students. The signs were randomly chosen from OSHA-standard signs in a product catalog. The students were asked 13 questions that measured their understanding of and inclination to obey signs. The results:

- Signs containing a hazard label and instructions (for example, GASOLINE - NO SMOKING) were rated least likely to be recalled, but easiest to understand, most informative and most likely to be complied with.
- Signs with a hazard label only (for example, POISON) were rated as least informative and most difficult to understand, yet they were most likely to be recalled, recognized as depicting a high degree of danger and likely to be complied with.
- Instructions-only signs (for example, DO NOT ENTER) were rated as least effective.

-30-

For media interviews, contact **Don Polzella** at (513) 229-2170 or leave a message Oct. 12-13 at Atlanta's Westin Peachtree Plaza Hotel at (404) 659-1400. For a copy of the study, contact **Teri Rizvi** at (513) 229-3241.